

To: Whitley, Christopher[Whitley.Christopher@epa.gov]
From: Bond, Shannon
Sent: Mon 2/3/2014 3:33:47 PM
Subject: RE: West Lake Landfill Facebook Posting

I'll crop this one to work. I think you had the right instinct on the other. The composition was good, but we need to aim for documentary. Key points to look for when people are in the frame:

Two eyes & ears if possible (minimize profile photos)

Not blatantly posing or looking at the camera

Proper safety equipment and procedures

We cover the rest with appropriate cropping, and editing.

Thanks!

Shannon Bond

EPA Region 7

Office of Public Affairs

Multimedia/Social Media

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<http://www.facebook.com/eparegion7>

www.twitter.com/EPAregion7

www.scribd.com/eparegion7

From: Whitley, Christopher
Sent: Monday, February 03, 2014 9:18 AM
To: Bond, Shannon
Subject: RE: West Lake Landfill Facebook Posting

Try this one instead. I used the other because it gave, I thought, a better view of the equipment being used.

Any other particular rules we should be aware of before we submit these to you?

Chris Whitley

Public Affairs Specialist

U.S. EPA Region 7 Office of Public Affairs

11201 Renner Boulevard

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From: Bond, Shannon

Sent: Friday, January 31, 2014 9:14 AM

To: Whitley, Christopher

Subject: RE: West Lake Landfill Facebook Posting

Hi Chris – We're going to post these images today. However, do you have another image for the contractor (#1) collecting radiation data. We want to avoid posed images (especially if the subject is looking at the lens), and this particular one may not serve our purpose for social media.

If you want to point me to the .org link, I can look for another. The subject is great, we need to focus on action shots.

Please let me know, thanks!

Shannon Bond

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From: Whitley, Christopher
Sent: Monday, January 27, 2014 11:35 AM
To: Bond, Shannon
Subject: West Lake Landfill Facebook Posting

Shannon,

I know we're in social media blackout for the State of the Union Address, per orders from HQ. But when that breaks, could you please move ahead with these three as the latest West Lake posting for Facebook:

#1

A contractor technician working under EPA oversight collects radiation data as part of the continuing engineering survey at the West Lake Landfill Site in Bridgeton, Mo., Jan. 16, 2014. The technician lowers a cable, tipped with a gamma radiation detector, into a hole bored into the surface of the site, and records measurements every six inches along the depth of the hole, up to 100 feet. Data gathered from this process is used to establish a radiation profile, or log, of each core sample hole. The measurements are part of the geotechnical data being gathered to help determine the design and placement of an isolation barrier at the site. (U.S. EPA photo)

#2

Core samples are laid out for screening inside a mobile protective containment structure at the West Lake Landfill Site in Bridgeton, Mo., Jan. 16, 2014. The core samples are drilled from depths up to 100 feet and brought to the surface from various locations within an area being surveyed at the Superfund site, then are brought to this structure to be field screened for radiation. Technicians under the oversight of EPA staff use a sodium iodide crystal coupled with a gamma radiation detector to screen the core samples at six-inch intervals. (U.S. EPA photo)

#3

Drilling and core sampling activity continues within a fenced area at the West Lake Landfill Site in Bridgeton, Mo., Jan. 20, 2014. The drilling and coring work is being done by private contractors under EPA oversight as part of an engineering survey to help determine the proper design and placement of an isolation barrier between West Lake Landfill and the adjacent Bridgeton Sanitary Landfill. (U.S. EPA photo)

Any questions, please let me know.

Thanks,

Chris Whitley

Public Affairs Specialist

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